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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Ruder Finn Inc. 301 East 57th Street, N.Y., N.Y. 10022	2. Registration No. 1481
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3. Name of foreign principal Austrian Trade Commission	4. Principal address of foreign principal 150 East 52nd Street New York, NY 10022
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5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual—State his nationality . _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. Federal Economic Chamber

b) Name and title of official with whom registrant deals. Renate Kuchardt, Profects Coordinator

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Trade Commission whose role is to promote Austrian products in the U.S.

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Directed by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Financed by a foreign government, foreign political party, or other foreign principal Yes ☒ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

The Austrian Trade Commission is directed and financed by the Austrian Government. The Trade Commission assists Austrian manufacturers and suppliers find distribution and a market for their products in the U.S.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A

Name and Title

Signature

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
Ruder Finn Inc.	Austrain Trade Commission

Check Appropriate Boxes:

1. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2. ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Trade and consumer publicity and coordination of 2 luncheons featuring Austrian food and wines.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Assemble invitation list of media, distributors, importers, restaurateurs and retailers.

Issue press release

Assist coordination of luncheons for media and trade.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

FOODS AND WINES FROM AUSTRIA

1. Program Objectives

- o Generate media and consumer awareness of high quality food and wines from Austria.
- o Generate excitement and support among the trade for food and wines from Austria.

2. Program Strategies

- o Create an exciting culinary event which would showcase the quality foods and wines of Austria to the trade and to media.
- o Implement a dynamic media relations campaign in the target markets.

3. Target Markets

- o Washington, D.C. - Oct. 2, 1992
- o Chicago, IL - Oct. 5, 1992

4. Target Audiences

- o Consumer media
- o Trade media
- o Trade - importers, distributors, retailers, restaurateurs, hoteliers, caterers
- o Consumers

5. Tactics

Press Materials

We recommend writing press materials localized to events in both markets which would include the following:

- o Announcement release about the Austrian Trade Commission's culinary event
- o Fact sheet on the various foods and wines which will be featured
- o Bio of featured chef

Media Lists

- o Update and expand our existing media lists in Chicago and Washington D.C. to include:

- Food and wine editors from local newspapers
- Food and wine editors from regional magazines
- Food and wine editors from national magazines
- Freelance food and wine writers
- Food and wine editors and trade publications
- Cultural/food reporters from radio stations
- Feature/food reporters from television stations
- Photo editors
- Society/gossip columnists

Trade Lists

- o Update and expand our existing trade lists in Chicago and Washington D.C. to include:

- Food and wine importers
- Food and wine distributors
- Specialty food buyers at supermarkets and specialty stores
- Owners/managers of wine merchants
- Food and beverage directors at top hotels
- Caterers
- Owners/Managers of appropriate restaurants

Publicity

- o Issue press materials with targeted pitch letter to media list - with story suggestions and interview opportunities (ie., Featured chef, Austrian Trade Commission executives, etc.)
- o Follow up each letter with a telephone call to ensure that editors received the material and to develop stories about foods and wines from Austria.
- o Work with broadcast media to develop opportunities for "featured chef" or spokesperson to prepare a dish or talk about Austrian foods on local talk shows (ie., morning and noon talk shows, feature reports on evening news and radio cooking or talk shows).
- o If available, send product samples to editors who are unable to attend the culinary event to encourage their sampling the products and featuring some of their products in their columns.
- o Issue recipes utilizing Austrian food -- which have been created by the featured chef. Food editors frequently use recipes for their columns. We can issue the releases with some historical or anecdotal information on the products.
- o Since local food editors often want to know where their readers can obtain the products, we recommend sending a list of some retailers that carry the products.

Food and Wines from Austria - Luncheon

- o Follow up media invitation list by calling each person to ensure they received the invitation and to determine whether they will be able to attend the lunch.
- o Provide on-site assistance at the event - registration, work with media, discuss products with media and trade, etc.

Post-Event Follow Up

- o Personally call every luncheon attendee to thank them and to see if they need additional information. Fulfill the request for information.
- o Write activity report for Trade Commission.

6. Budget

Ruder·Finn Fee and Out-of-pocket expenses

\$5,000

- Ruder·Finn fee for writing press materials, developing target lists, writing pitch letters and working with media to develop stories, telephone follow-up with media, on-site assistance, and final activity report for both Chicago and Washington D.C.

- Out-of-pocket expenses include postage for press kit/pitch letter mailings, local and long distance telephone, faxing, photocopying, local transportation, messenger, overnight mail. *We are under the assumption that the Austrian Trade Commission will write the invitation, produce it, and mail it to the invitation list. Ruder Finn would supply the Trade Commission with names and addresses of media and trade to receive invitations.*

Other expenses

- Other expenses which we may incur include:

o Travel for one Ruder·Finn executive for each market:

Chicago

(roundtrip airfare and one overnight accommodation)

est. \$650

Washington D.C.

(roundtrip airfare on the day of the event)

est. \$220